GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4392
ANSWERED ON:12.08.2016
Promotion of Languages
Chudasama Shri Rajeshbhai Naranbhai

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of the Doordarshan/ private channels in vernacular languages in the country along with their viewership;

(b) the details of initiatives taken to promote languages included in the Eighth Schedule of the Constitution and popular dialects by DD/AIR; and

(c) the quantum of funds allocated during the last three years for launching the regional language channels and other means of media?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL RAJYAVARDHAN RATHORE (Retd.)
(a): Vernacular language-wise details of viewership of Doordarshan as per BARC India (Broadcast Audience Research Council) data are given at Annexure-I.
The details of permitted Private Satellite TV channels along with their language(s) of broadcast are available on this Ministry's website i.e. www.mib.nic.in.>Broadcasting>Uplinking/Downlinking of TV Channels>Status of Private Permitted Satellite TV Channels.

(b): Prasar Bharati has informed that all the regional channels of Doordarshan telecast various programmes promoting the languages included in the Eight Schedule of the Constitution and popular dialects.
AIR broadcast programmes in all 22 languages included in the Eighth Schedule of the Constitution and English and also 146 major dialects of the country and thus contributes to integrity of the country. The details of languages/dialects broadcast by All India Radio are given in Annexure-ll.

(c): Funds allocated during the last three years for launching the following regional language channels are given hereunder:-
(Rs.in thousand)
S. No Name of the Regional Channels Budget Allocated 2013-14 Budget Allocated 2014-15 Budget Allocated 2015-16

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1 DD Bihar- DDK Patna 32000 35566 58570
2 DD Madhya Pradesh-DDK Bhopal 17300 19258 16228
3 DD Rajasthan-DDK Jaipur 9300 19100 18550
4 DD Uttar Pradesh-DDK Lucknow 12800 15350 13821
5 DD Saptagiri-DDK Vijaywada 1000 14340 32860
Total 72400 103614 140029

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